ABSTRACT

The purpose of this study was to analyze the effect of da'wah messages on the religiosity of the followers of the @halimahalaydrus Instagram account and to find out how much influence the da'wah messages on the Instagram account @halimahalaydrus had on the religiosity of the followers. Quantitative research uses descriptive methods and the independent causal variable is the influence of da'wah messages on Instagram @halimahalaydrus and the dependent variable is "the religiosity of the followers. The Likert scale used in this scale investigation on the population used in this study is the followers from the Instagram account @halimahalaydrus totalling 1.1 million followers using the non-probability sampling technique which collects samples in the form of followers women of the Instagram account @halimahalaydrus using the solvency formula to 400. This study uses data analysis techniques using validity test, reliability, this classical assumption test, normality test, heteroscedasticity test using Glesjer test and correlation analysis using Pearson Product Moment. This study uses a simple linear regression analysis model with the coefficients of determination by testing the hypothesis using the t-test. The results of this study show that the t-count is 12.816 greater than the t-table which is equal to 10.534, with a significance level of 0.000 which is less than 0.05, so it is concluded that the da'wah message variable (X) influences the religiosity variable (Y). The coefficient of determination (R2) is 0.461. This figure shows the influence of the proselytizing messages from the Instagram account @halimahalaydrus on the religiosity of followers by 46.1%.

Keywords*: Da'wah, Religiosity, Communication, Influencers*